

Daniel Rodriguez

Senior Product Designer - AI, Wearables, Growth Systems

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PROFESSIONAL SUMMARY

Senior Product Designer focused on AI, wearables, multimodal interfaces, and growth systems. Seven years at Meta turning ambiguous assistant, smart-glasses, creator-commerce, and growth workstreams into shipped product systems. Known for leading across design, engineering, PM, marketing, legal, research, and partner teams while using agentic workflows to increase execution bandwidth.

SKILLS

Figma | Claude | Codex | Gemini | Weavy | CLI workflows | Agentic workflows | AI-assisted prototyping | Design systems | Multimodal interaction | Conversation Design (CXD) | English/Spanish

EXPERIENCE

Meta

Senior Product Designer | Oct 2019 - Present

- Designed across Meta smart-glasses and assistant surfaces as a Senior Product Designer, translating voice, multimodal, and hands-free interaction patterns into shipped experiences for display and displayless wearables.
- Owned the foundational AI response card system for Meta Display Glasses, defining 600 x 600 UI guidelines, response templates, and engineering-ready design-system patterns that shipped into production for Meta AI on smart-glasses hardware.
- Prototyped EAP handwriting interaction models for EMG input, comparing per-letter, per-word, and per-sentence output to help ship the per-word default experience.
- Led Wearables Growth product design across creator affiliate, attribution, native product discovery, virtual try-on, and commerce funnels; shaped iConsider and launch-ready partner experiences for a June 2026 smart-glasses release with AI-generated prototypes.
- Drove Super Bowl weekend virtual try-on activation for Oakley Meta, reaching 75M try-ons, 5M shares/posts, 350K valid sweepstakes entries, 12K immediate sales, and about 45K lagging attributed sales.
- Built an operating model with agent workflows and context vaults for launch docs, legal/partner artifacts, risk tracking, weekly updates, and checklists, freeing bandwidth for design direction and cross-functional execution.

Google

Product Designer, Google Assistant | Oct 2018 - Oct 2019

- Designed Google Assistant experiences across Android TV, Android Auto, and Bose headphone partnerships, building foundations in voice, recommendations, and hands-free interaction.
- Shaped assistant recommendation and endorsement patterns that made content suggestions more transparent and explainable on Android TV.
- Supported partner onboarding and setup flows for Bose headphones, balancing Google Assistant principles with partner device and brand expectations.

HCA Healthcare / Healthtrust

Design Lead, Contract | Feb 2018 - Sep 2018

- Led design for Facility Scheduler, an internal hospital operations tool balancing census, staffing logistics, and time-sensitive intake workflows across HCA/Healthtrust environments.
- Conducted on-site research with clinicians, hospital staff, operations leaders, and patients to identify workflow gaps and improve high-frequency scheduling and routing tasks.

MDLIVE

Product Designer | Apr 2017 - Jan 2018

- Helped design MDLIVE's telemedicine platform across iOS, Android, and web patient portals, spanning visit scheduling, care communication, and post-visit review flows.
- Designed Sophie, a flu-season triage chatbot that helped route patients toward appropriate care paths and became Daniel's first shipped chatbot experience.
- Grew from first design role into lead responsibilities within months, building production habits across healthcare, mobile, and web surfaces.

Luya Chinese Restaurant

Delivery Driver | 2012 - 2015

- College job, pre-uber, shitty tips, don't eat the wonton strips.

EDUCATION

Ironhack Design Academy | UX/UI and Human-Computer Interaction | 2016 - 2017

University of Central Florida | B.A. Business Administration | 2012 - 2015